

Downtown Morgan Hill

Specific Plan Update

Information About Implementation Activities

April 30, 2009



WHAT'S GOING ON DOWNTOWN?

- Efforts to Achieve Community's 2003 Vision
- Specific Plan - Update of 2003 Downtown Plan
- Implementation Activities
- Third Street Promenade
- Public Parking Strategy
- Illustrating the Vision: Views of Downtown & Other Cities

Downtown Morgan Hill



Community's Vision for Downtown

- Active, attractive, uniquely Morgan Hill
- Pedestrian-friendly Downtown Village
- “Multi-Modal & Transit-Oriented”:
Caltrain, bus, bicycles, wide sidewalks,
trails and pedestrian linkages
- Improved parking, lighting, and
landscaping
- “Social & activity heart”; public events
- Diversity of restaurant and entertainment
uses
- Draw people from Courthouse;
accommodate attorney's offices etc.
- Variety of specialty retail, food stores, and
offices; with convenient parking





Existing Downtown Mall

Artist Concept of
what a new
building might
look like (view
looking south)





Existing Downtown Mall
with Votaw Building (Hot
Java) in foreground

Artist Concept
of what a new
building might
look like (view
looking north)



Recent Events

- Specific Plan & Environmental Impact Report (EIR)
 - Preliminary Draft released December 2007
 - Public & Planning Commission Workshops lead to Council Direction April 2008
 - Revised Draft Specific Plan released July 2008
- Implementation Program Activities
 - Jan. 20: Joint Council & Planning Comm. Workshop (10 point plan)
 - Feb. 10: Planning Commission Hearing
 - Feb. 12: Joint MH Downtown Assoc. & Chamber of Commerce
 - Feb. 18: Council/RDA Board - approval (11 point plan)
- Third Street Promenade
 - 1st Phase: completed October 2008
 - 2nd Phase: started November 2008
- Public Parking
 - April 28: Downtown Stakeholder meeting

Future Milestones (next few months)

- Specific Plan & EIR
 - May 26th Planning Commission Workshop
 - June 2009 anticipated release of Draft EIR
 - September 2009 completion of Final EIR
 - Public Hearings to Adopt Plan & EIR in September and October 2009
- Implementation Program Activities
 - May 6: Council/RDA Board – selection of preferred cinema operator
 - June: release of RFQ/RFP for Developers for first phase project
- Third Street Promenade
 - 2nd Phase: completion May 2009
 - 3rd (final) Phase: construction start in June; completion in December 2009
- Public Parking
 - May 27: Council/RDA Board – direction on near-term Parking Action Items

Specific Plan

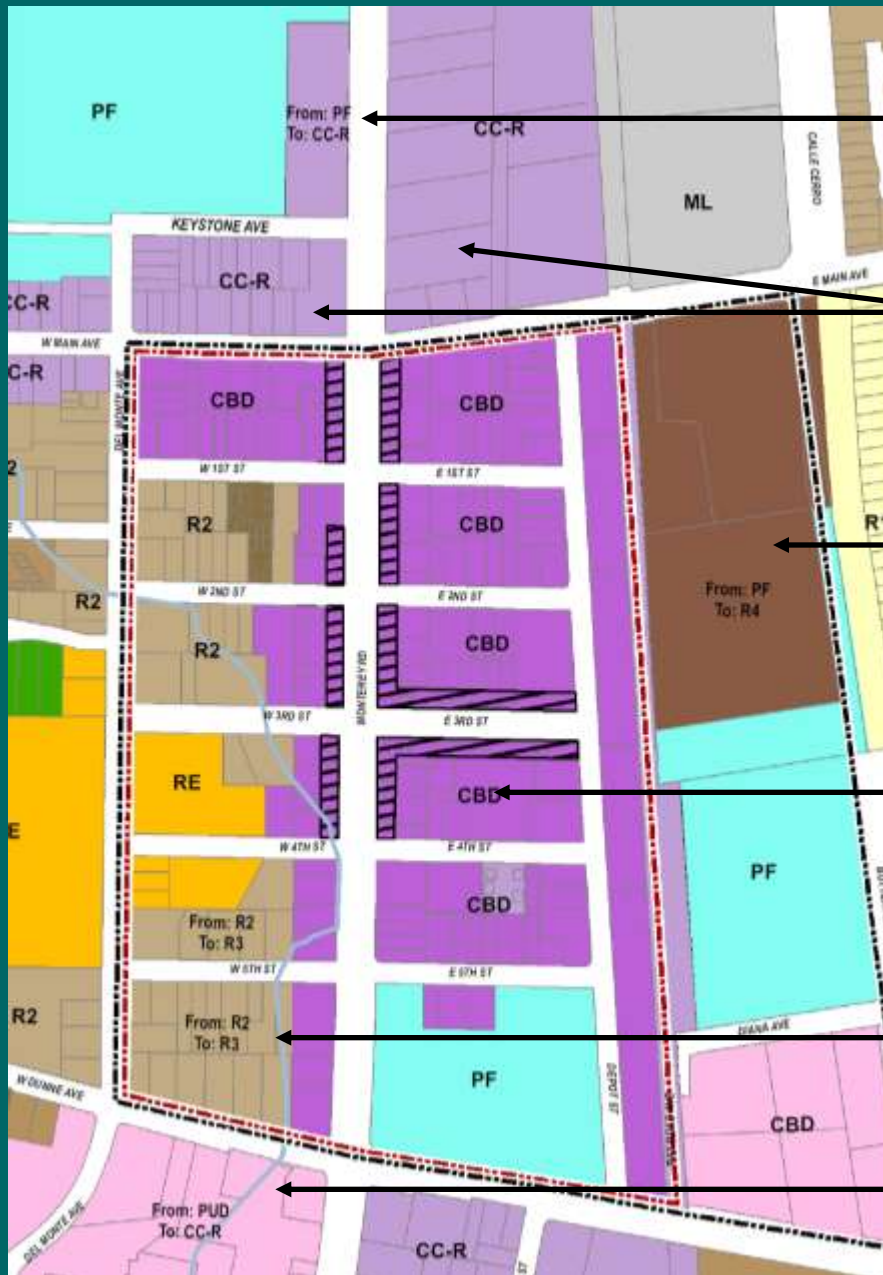
- The Downtown Specific Plan is an update to the 2003 Downtown Design Plan; it updates certain regulations and is a reality-based, feasible strategy for achieving the vision.
- While the Plan is intended to stimulate private investment, it also addresses public investment in additional public parking, infrastructure, and streetscape improvements needed to make the Vision into a reality.

Specific Plan

- Vision
- Land Uses
- Development Standards
- Circulation
- Parking Strategy
- Design and Signage Guidelines
- Infrastructure
- Implementation



Major Changes to Density



Mixed Use with 20 units/acre max

CC-R increases from
18 to 20 units/acre
max

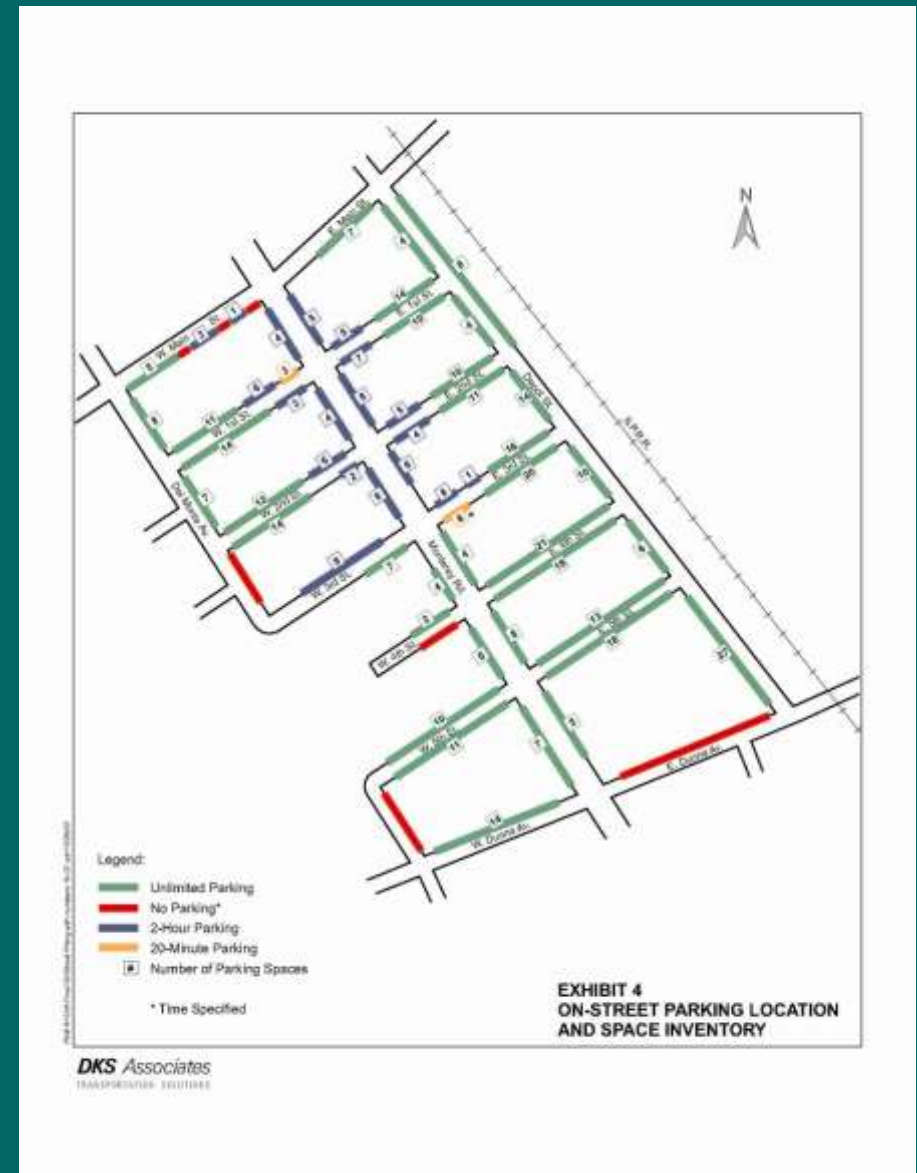
21-40 units/acre R-4/PD
Caltrain parking lot opportunity
For transit-oriented
development

CBD density determined
by
Floor Area Ratio (FAR) –
No maximum density

Increase density of R-3 zoning
of
southwest residential area
of 18 units/acre

Mixed Use with 20 units/acre
max

Existing Parking Locations



Downtown Parking Overview

from Parking Resources Management Strategy

- 1,070 parking spaces in downtown
 - 750 off-street (over 500 spaces are private)
 - 320 on-street
 - Not including CalTrain (467 spaces) or Community & Cultural Center (232 spaces) or County Courthouse parking spaces (302 spaces)
 - 144 on-street/389 off-street (533 total) in Downtown Parking Core Area
- Adequate supply to meet current demand
- Issues: Access, Circulation, Lighting, Maintenance
- Data used for Downtown Parking Resources Management Strategy

Future Parking Conditions

Table 10 Commercial Parking Supply and Demand Comparison

Block	Estimated Commercial Demand			Estimated parking Supply			Parking Shortfall	
	Retail	Office	Total	Off-Street	On-Street ^a	Total	Off-Street Only	Total
Existing	353	489	842	760	320	1080	-92	+238
Year 2015	622	610	1,232	606	320	926	-636	-306
Year 2030	829	731	1,560	432	320	752	-1138	-808

Notes: a – includes a reduction of 103 spaces to be occupied by existing residential land uses and a reduction of 54 spaces from the Depot Street and 3rd Street Redevelopment Projects.

Near-Term Strategy

2009-2011

City Responsibilities

- Add 500 new public parking spaces by 2015
- Collect In-Lieu Fees for New & Redeveloped Parcels
- Designate Employee Parking Area
 - Outside of Downtown core area
 - Depot Street Lot
- New & Redeveloped Residential development
 - will need to self-park off-street: average 2 spaces/unit
- New & Redeveloped Commercial development
 - exempt from parking requirements

Near-Term Strategy

2009-2011

City Responsibilities

- On-Street Parking
 - Improve street lighting
 - Replace and add parking signs
 - Establish regular monitoring of parking changes, inventory and occupancy levels
- Bicycle Parking
 - Replace comb racks with inverted U racks
 - Work with local businesses to relocate and/or add bicycle racks in appropriate locations, as needed
- Off-Street Parking
 - Improve pavement, maintenance and lighting of identified parking lots
 - Convert Lots 8A and 17 from 4-hr to 2-hr parking

Monterey Road

- 2003 Downtown Plan proposed narrowing Monterey Road through Downtown, subject to feasibility study
- Citywide Traffic Study is currently underway to provide information about the effects of narrowing; Workshops to discuss information tentatively scheduled for June 2009; EIR to be available Summer 2009.
- If narrowed, the right of way no longer used for cars could be used for wider sidewalks, additional parking, landscaping
- City plans to undertake Monterey Road streetscape planning process with public participation, to evaluate various options under both the 2-lane and a 4-lane alternatives.
- Preliminary information indicates that drivers would tend to divert to Butterfield instead; City to complete Butterfield South with bridge over RR tracks within the next few years.

Implementation Activities

- Properties Purchased (development site assembly)
- Capacity Studies & 6 Opportunity Sites
- First Phase Sites & 11-point Plan
- Granada Theater & Operator
- First Phase RFQ/RFP for Developers

Key Property Purchases (by City RDA)

- Monterey / E. 2nd (A-1): Downtown Mall / Techon / Granada / Parking / Duplex
- Royal Clothier – Christopher Travel / Parking / Pocket Park
- Simple Beverages / 2 vacant Lots
- “Sinaloa” parking lot / “Gamers”
- Prior Holdings: VTA, E. 3rd St lot, E. 4th St., across W. 3rd St. bridge

RDA Purchases

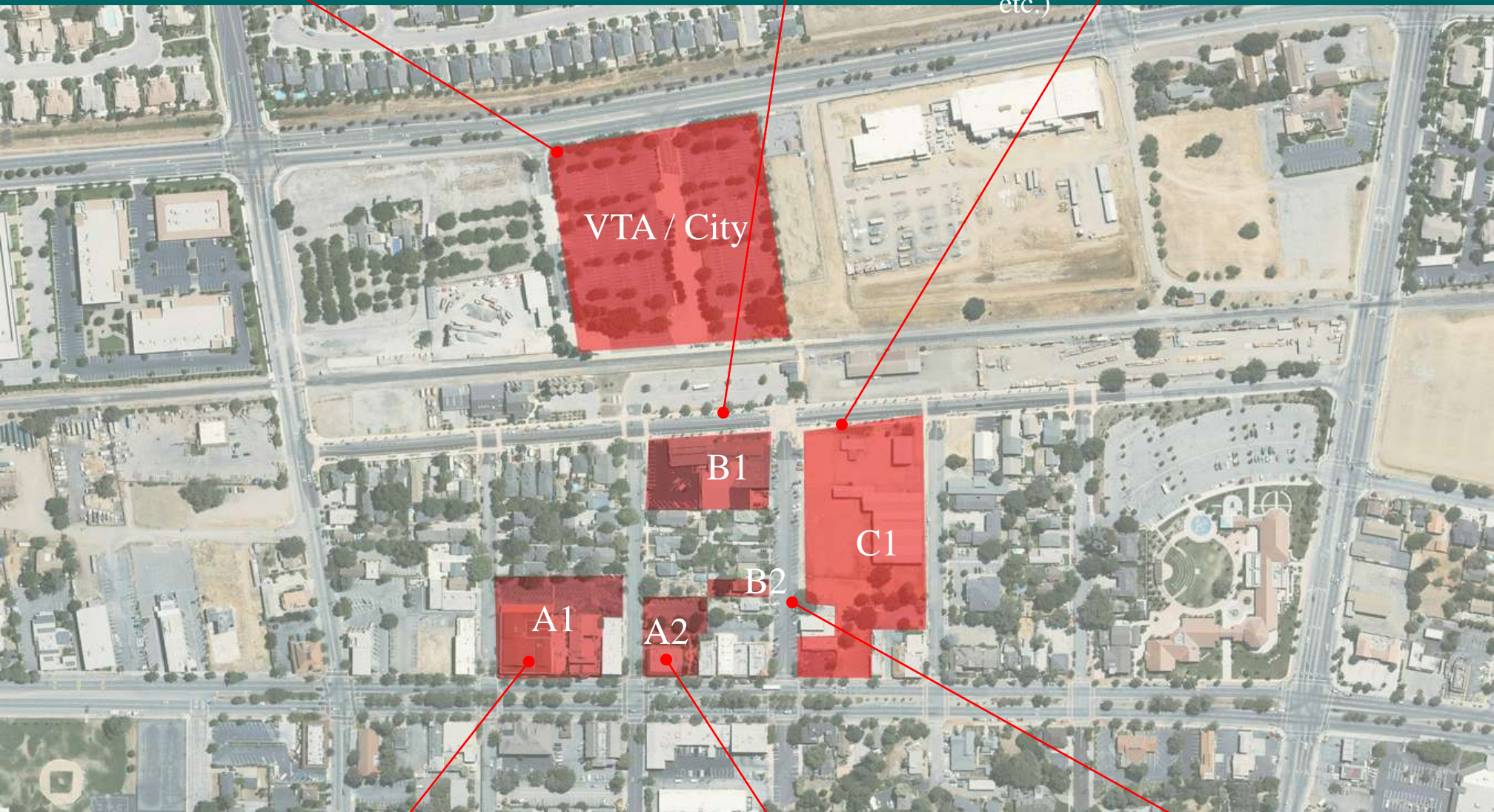


Capacity Studies & 6 Opportunity Sites

- Downtown Mall (A-1) – retail, residential & parking
- Royal Clothiers (A-2) – cinema, office & parking
- Depot Square / Booksmart (B-1, 95 E. 3rd) - retail, residential & parking
- 45 E. 3rd (B-2) – retail in front of existing home
- Sunsweet plus (C-1) - retail, residential & parking
- VTA/City - residential & parking

Block 16 – VTA / RDA property (Caltrain lot)
B1: Block 3 – 95 E. 3rd (Depot Center, Booksmart,
etc.)

C1: Block 4 – south side E. 3rd (Sunsweet,
etc.)



A1: Block 2 (RDA) – Monterey & E. 1st/2nd (DT Mall)

A2: Block 3 (RDA) – Monterey & E. 2nd
B2: Block 3 - 45 E. 3rd (single family
home)

Map of the 6 Opportunity Sites

Downtown Opportunity Sites - *Maximum Capacity*



5 West Opportunity Sites

Residential: 428 Dwelling Units
Retail: 102,200 GSF
Commercial: 6,000 GSF
Parking: 642 Residential Spaces
210 Surface Spaces
Heights: 4 Stories (45')

VTA/City Site

Residential: 284 Dwelling Units
Parking: 426 Residential Spaces
560 Space VTA Garage
Heights: 3-4 Stories (45')

11-Point Program & First Phase Sites

1. Construct E. 3rd & Depot lot: 92 spaces
2. Purchase Monterey & E. 3rd & construct a temporary public parking lot: ~20 paces
3. Complete Third Street Promenade
4. Develop downtown Residential Development Control System (RDCS) strategy
5. Reach consensus on preferred location for Granada theater
6. RFQ/RFP for Phase One Opportunity Site
7. 45 E. 3rd to construct a new retail space facing Third Street Promenade
8. 95 E. 3rd to construct a new retail frontage facing Third Street Promenade
9. Refine leasing strategy for RDA-owned retail spaces
10. Continue mitigation strategies for affected retail tenants
11. Pursue temporary re-opening of existing Granada

First Phase Sites



Granada Cinema + Operator + RFQ/RFP

- At Monterey and E. 2nd Street
- 1st Floor: Retail
- 1st Floor: Parking in rear (existing lot)
- 2nd & 3rd Floors - cinema (3 to 5 screens)
- 2nd & 3rd Floors – office space
- Possible 4th Floor – residential with a setback
- Discussions with potential operators are underway
- RFQ/RFP for Developer – target date to issue is late-June

Third Street Promenade





STREET PROMENADE

FLEXIBLE MIXED USE :
MINI PLAZAS, MINI PARKS & CAFE AREAS

ELS RHAA

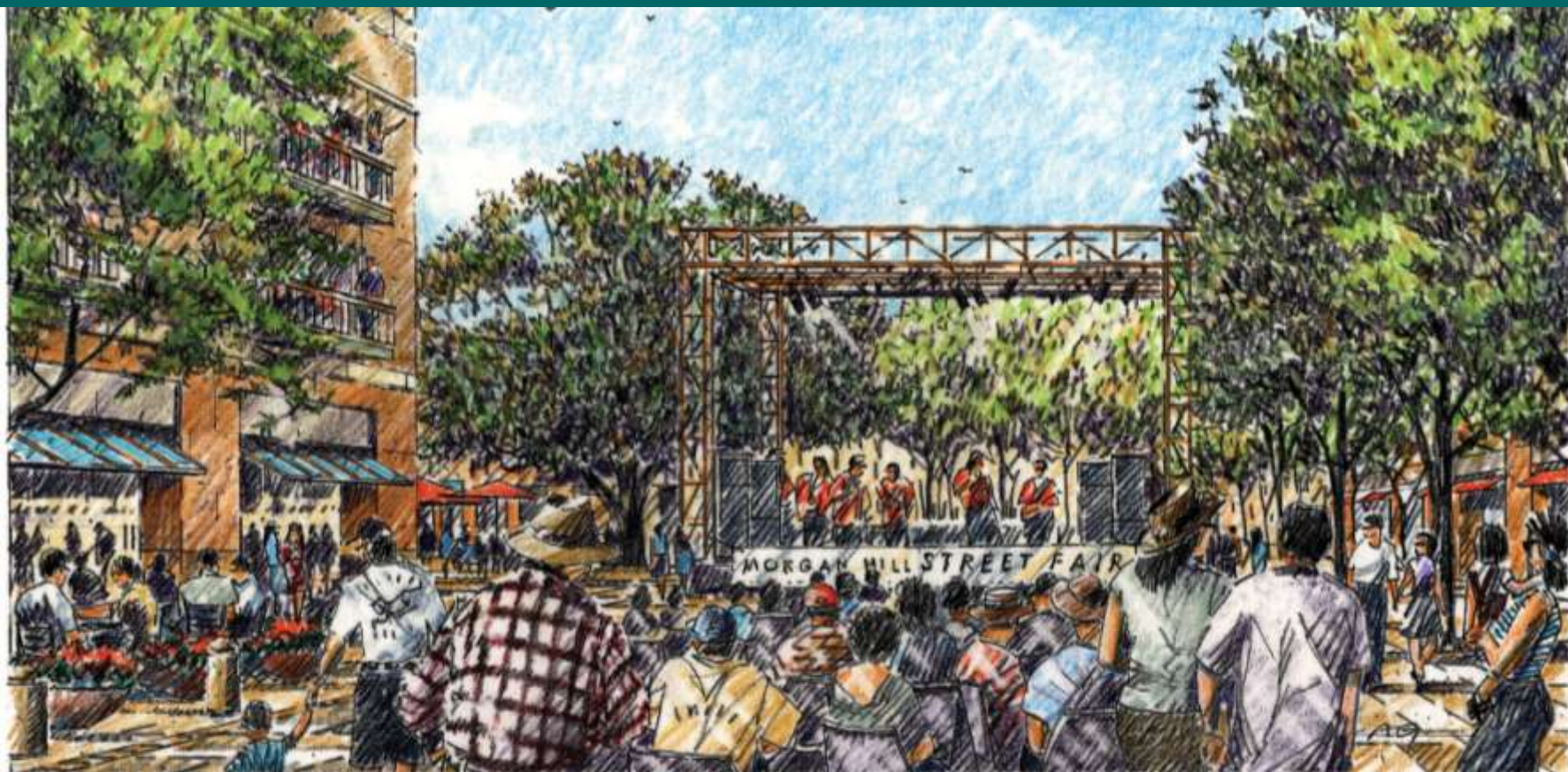


3RD STREET PROMENADE

MORGAN HILL, CA

EASE OF MOVEMENT :
PEDESTRIANS, CYCLISTS & CARS

ELS RHAA



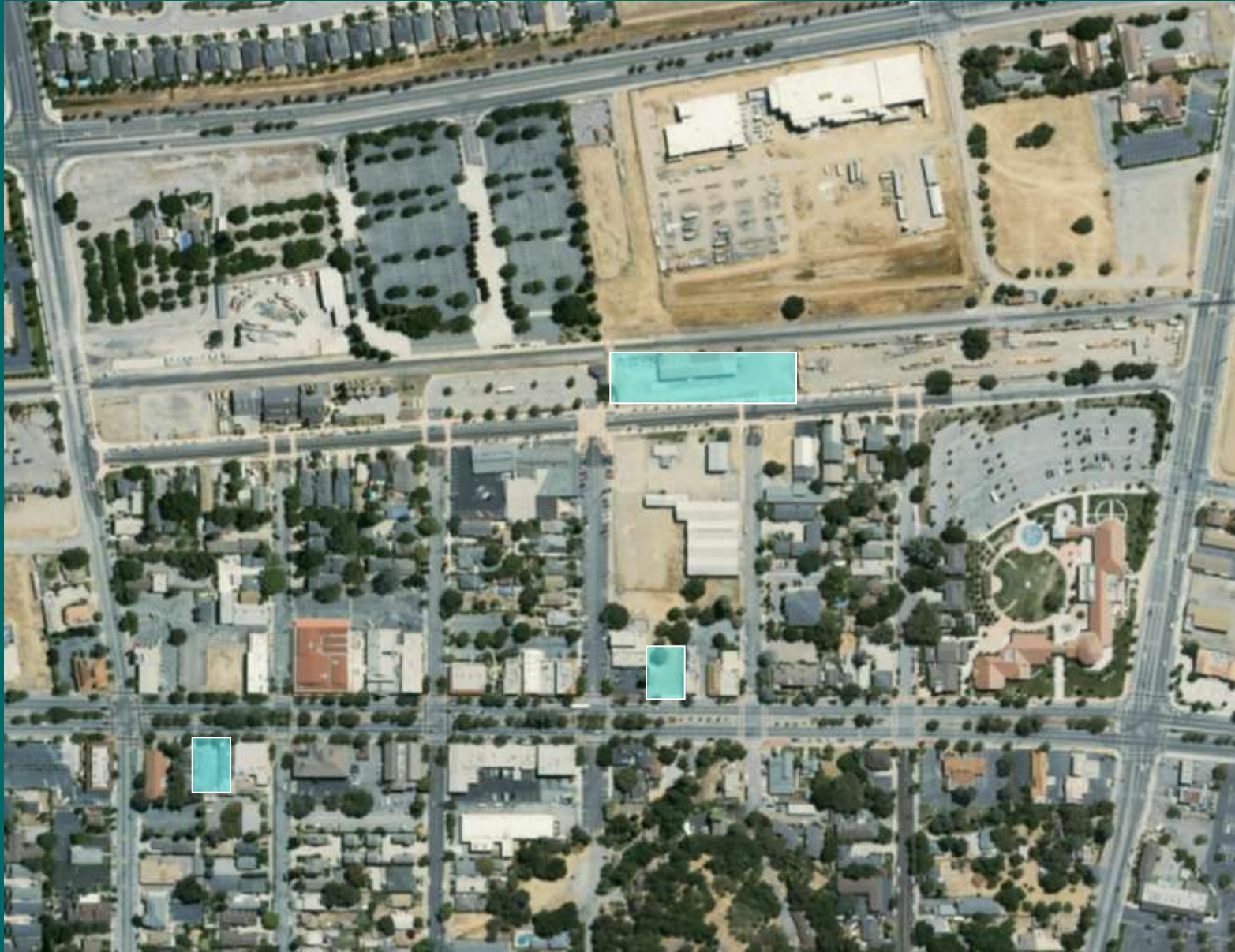
3RD STREET PROMENADE

MORGAN HILL, CA

OPEN PLAZA :
EVENTS & FESTIVALS

ELS RHAA

Additional Public Parking







Illustrating the Vision - Views of Downtown

- Key Buildings & Features
- Vacant or Under-utilized Sites
- Potential for Re-Development
- Other Cities

Key Landmark Buildings & Features

- Monterey & E. 2nd
 - Votaw (Hot Java) old Bank of America
- Monterey & W. 3rd
 - Skeels Hotel (Ragoos) Monterey & E. 3rd
- Monterey & E. 3rd
 - Cornerstone (Main Street Bagels)
- E. 3rd
 - Morgan Hill Times (Poppy's)
- Granada Sign



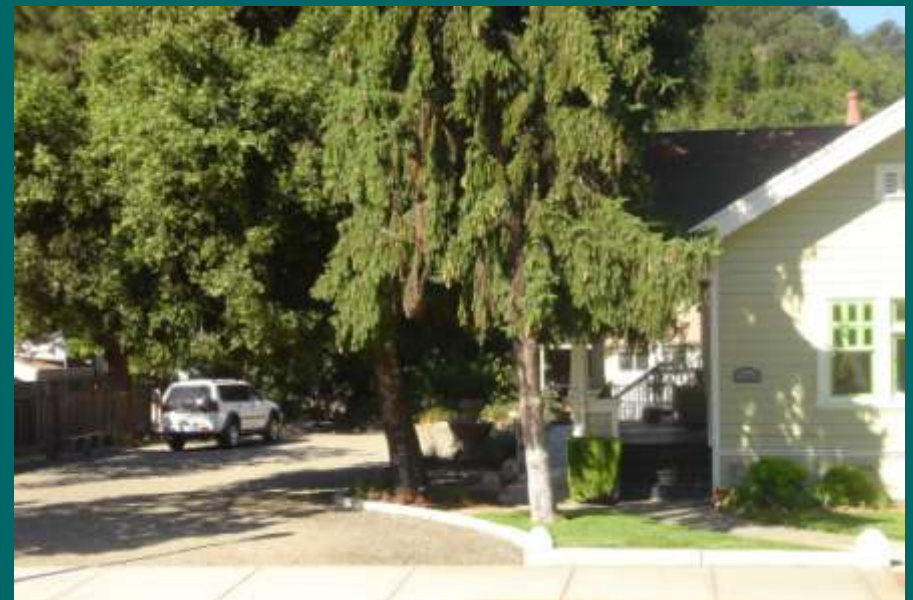
Examples of Vacant or Under-utilized Sites

- E. 3rd / Depot
 - Old Sunsweet plant
- Monterey & E. 3rd
 - Simple Beverages + 2 lots
- Depot & E. 4th
 - Vacant Lot (next to EMF Motorcycles)
- Monterey between W. 3rd & W. 4th
 - Single family home (Portraits by Rebecca)



Sunsweet
Depot & E. 3rd St







Recently Improved Buildings



Recently Improved Buildings



Opportunities



Examples of Future Opportunities



Other Cities

1. Alameda
2. Campbell
3. Castro Valley
4. Danville
5. Gilroy
6. Hayward
7. Healdsburg
8. Livermore
9. Los Gatos
10. Mountain View
11. Napa
12. Palo Alto
13. Pleasanton
14. Redwood City
15. San Mateo
16. Santa Cruz
17. San Rafael







Existing Downtown Mall

Artist Concept of
what a new
building might
look like (view
looking south)





Existing Downtown Mall
with Votaw Building in
foreground

Artist Concept
of what a new
building might
look like (view
looking north)



Comments / Questions

If you would like to send us your comments or have any questions concerning downtown plans and activities

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Downtown Morgan Hill

Thank You

